Summer Food Service Program



(SFSP)



Julie McCord Child & Adult Nutrition Services



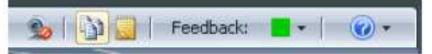
Prior Successful Sponsors – March 14, 2012





Webinar Housekeeping Items

Access to materials:



How to make a comment or ask a question:

Type your question or comment using the Q&A Tab

 Vaica & Video Q&A Meeting Recording

Press *1 to ask your question or comment on the phone

Recording:

This session will be recorded and available online:

http://doe.sd.gov/cans/sfsp.asp



Call is recorded

NOTICE: As a participant, you are being monitored or recorded and your staying on this call is your consent. If you do not want to be recorded, you can still remain on the call and contact CANS later with questions.





South Dakota SFSP

- Sponsors: 35
- Feeding sites: 69
- Summer of 2011: 305,114 meals served
 - ▶ 69% were lunch
 - ▶ 24% were breakfast
 - ▶ 4% were snacks
 - ▶ 3% were supper/ evening meal







Background

- Provides free, nutritious meals to low-income children
- Children must be 18 years and under
- Operates when school is not in session.
- Federally funded program that is administered through State agencies - SD DOE-CANS



Program Benefits

- Gives children the food they need to learn, play and grow
- Helps families stretch budgets
- Keeps children mentally engaged
 - ▶ Midwest Dairy
 - ▶ Team Nutrition





Main Players

States

- Sign agreements with sponsors
- Provide training and technical assistance to sites
- Monitor and distribute reimbursements

Sponsors

- Handle administration and training for sites
- Report to State

Sites

- · Feed and supervise kids
- Provide activities



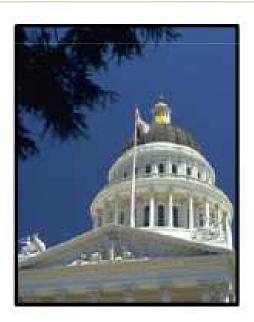
State Agencies

States

- Sign agreements with sponsors
- Provide training and technical assistance to sponsors
- Monitor and distribute reimbursements

Sponsors

Sites





SFSP Operations -State Agency also

- Prioritize Sponsor Selection
 Page 29 ADM
- Program Reviews Done by Department of Public Safety on behalf of CANS
- Health Inspections varies (DPS, I H S, or Sioux Falls)
- Approves off-site meal requests
- Approve extreme weather plan₉



Sponsors

States

Sponsors

- Handle administration and training for sites
- Report to State

Sites







Record Keeping

Use the checklist of records

Retain records for 3 years past the current year.





Sites

States

Sponsors

Sites



- Feed and supervise kids
- Provide activities



Sites

Site Responsibilities:

- Attend training
- Order and receive meals



- Supervise children while they eat
- Prevent discrimination
- Keep accurate paperwork







Groups to Partner With

- Mayor's/Government office
- County extension/4H Clubs
- Boys and Girls Clubs/Y's
- Salvation Army
- Police and Fire Departments
- Rotary Clubs, and the like
- Libraries
- Sports groups/Swimming
 Pools/locally famous people

Participant Eligibility

- The child must be 18 or under to receive meals through the SFSP.
 - ▶ A person that is 19 years of age and over and determined by a State or Local educational agency to have a mental or physical disability may also receive meals under the program
 - The person must also participate during the school year in a public or private nonprofit school program established for the mentally or physically disabled, is also eligible to receive SFSP meals.



- Are we viable, capable, accountable?
- Does administration support it?
- What areas are eligible?
- Is there a site we can use?
- Can we prepare meals or have them delivered?
- Do we have staff?
- Can children get to the site to eat?
- Can we partner with anyone else?
- Start planning checklist Attachment 11



Maximize Participation

Sponsors should determine the meals offered to match community needs



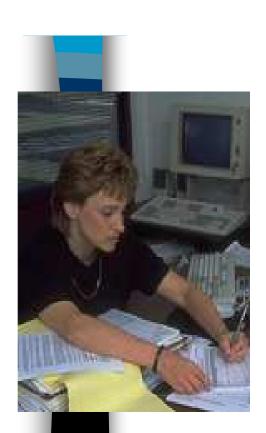
▶ Encourage sites to operate from first day school is out until school resumes in fall.

Flexibility at a site can lead to more participation. A location may offer breakfast when summer school is in session but, later discontinue breakfast and add afternoon snack through amendment to agreement. Attachment H



Participation

- One community offers lunch sponsored by agency "A" and agency "B" who is associated with afterschool activities offers the evening meal.
- Another community found a community partner to fund the bus to pick up the children.





- Schools
- Private non-profit organizations
- Local governments
- Colleges or universities offering National Youth Sports Program
- Migrant centers
- Indian Tribal Organizations
- Community and faith-based organizations



Sponsoring Organizations

- Demonstrate financial and administrative responsibility
- Conduct a nonprofit food service
 - ▶ Train and monitor sites
 - ▶ Arrange for meals
 - Oversee site operations
 - ▶ Complete paperwork Conduct pre-operational visits, application, claims, etc.

Sponsors train:





Sites

Training:

- Serving meals properly
- Taking accurate meal counts
- Keeping food and children safe
- Keeping accurate paperwork



Increase number of sites

 We have sponsors that are contacted each year to add additional sites. The state agency passes requests to each community. Encourage prior successful sponsors to expand services if possible.

✓ Sites located within walking distance of housing leads to better participation.

 Outdoor locations must have alternate weather plans.





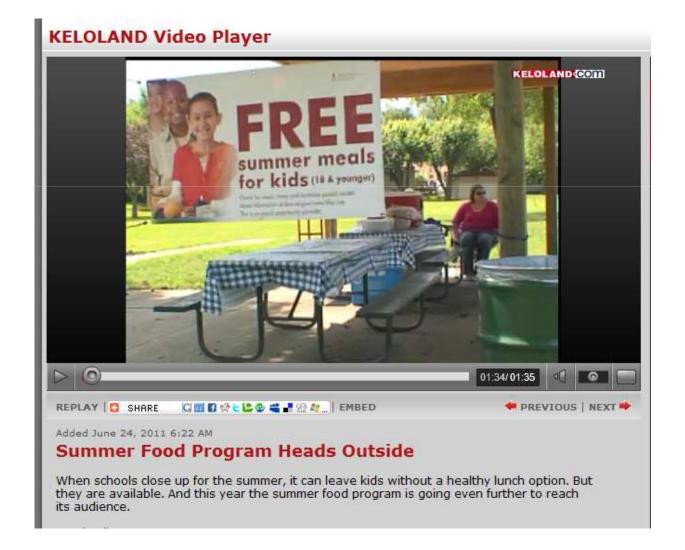
Feeding Sites

- Park
- Pools
- Community or Rec Centers
- Churches
- Playgrounds
- Housing projects
- Camps
- Schools
- Migrant centers
- Libraries





Outdoor site and Public Promotion







Site Types

- Open site All children eat free without the need of additional paperwork because the site is areaeligible
- Restricted Open -Normally open site, restricting attendance for space, security, safety, or control. Publish first come, first serve basis but limited due to reason above.
- NOTE Page 14 Admin Guidance





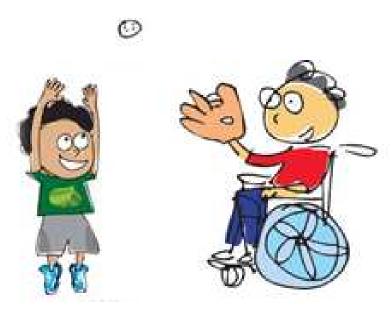


Site Types

- Closed Enrolled site All children enrolled in an eligible program eat free if 50% of the children are eligible as demonstrated by household applications for meal benefits or the site may be area eligible.
- Camp site Only meals served to children with an approved household application on file can be counted free.

Summer School Sites

- Summer school sites may participate in the SFSP only as open sites
- Summer schools that serve only enrolled students may continue their participation in the NSLP and/or SBP









Area Eligibility

>50% or more of the children in a school service area qualify for free or reduced-price school meals, based on school or census data









- Household Applications
 - Each child's family is provided with an application and asked to submit.
 - > Can use information from the school.
 - >50% of enrollment must be eligible for Free or Reduced-Price meals
- Automatic Eligibility
 - Foster Children
 - > Homeless Children
- Disclosure Requirements Page 23





Two Exceptions

- Camps Residential and nonresidential camps collect household applications for F&RP meals. Only meals served to children eligible for free or reduced-priced are reimbursed.
- Migrant Sites Obtain certification from a migrant organization that meals are served primarily to children of migrant workers.





How do I decide?

- What sites do you have control over?
- What sites are eligible?
- What sites have equipment?
- Where can I serve children?
- How do I get the word out?
 - Outreach Toolkit

http://www.fns.usda.gov/cnd/s ummer/library/toolkit.pdf



Promising Practices

Check out the 2011 "Food, Fun and Sun!" Contest Finalists and Winners!

Great examples of promising practices!

www.fns.usda.gov/cnd/summer/contest/





Summer Food Week



- June 11 15, 2012 Plan special event
- Raise awareness and make it fun
 - Speaker or presenter
 - Fun day(s) with carnival-like or physical activity games planned
 - ▶ Partner with community organizations for ways to promote the summer meal

program.

ADMINISTERING THE PROGRAM

What does a sponsor need to be responsible for?



- Training
- Monitoring
- Civil Rights
- Program Payments
- Record Keeping
- Review Procedures



Agreement/Application

- Permanent agreement must be renewed by state agency before claiming meals.
- Renewal Applications available at South Dakota CANS summer website:

http://doe.sd.gov/cans/sfsp.asp



Renewal Agreements Cont.



Follow Cover letter instructions and checklist.

- Submit new application for new sites with renewal information by April 6
- Can be accessed electronically to fill out or complete on paper/mail in signature pages.
- Serious Deficiencies are grounds for disapproval of applications and for termination - impacts all Child Nutrition Programs.

Training: Administrative Personnel



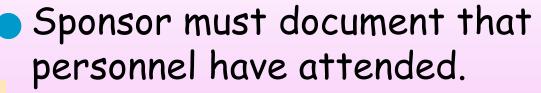
- Teach others what needs to be done
 - ▶ Regular duties
 - ▶ back-up
- Document personnel attended.

Training Topics: Administrative Personnel



- Purpose
- Site Eligibility
- Application
- Media Release
- Record keeping / Claims
- Meal Requirements
- Procurement
- Production Records
- Organized site activity / Monitoring
- Nondiscrimination Compliance / Monitoring





- No site may operate until personnel have attended training.
- ▶ Each site must have at least one individual present at meal time that has attended training.
- ► CANS offering Operational Training May 3 in Pierre

Training of Site Personnel

- General purpose of the program
- Need for keeping accurate records.
 - Daily meal count worksheet for all meals served
 - No adults are reimbursable
 - Fill production record with number served
 - Send to administration to complete an accurate claim

Training Should include cont....

- Meal schedules and information
 - Serving times
 - Delivery schedules
 - ▶ Approved number for site meal service
 - ▶ Meal pattern requirements
 - ▶ Offer versus Serve optional
 - ▶ How to recognize a reimbursable meal
- If using FSMC or vended meal service, verify under contract for summer meal service dates.



- Completion of Daily records
 - ▶ Menu adjustments
 - ▶ Meal counts on production records
- Record retention-3 years on-site
 - ▶ Keep all records on site or with sponsor
 - ▶ CN labels for Production Records
 - ▶ SFSP/NSLP commodities records
 - Fax back form for Order blanks
- Food Safety keep Temp Logs
 - ▶ Storage Log Nutrition Guidance p 136
 - ▶ Internal food temp Log p 135



- Renewal Part 3 Training of your site staff (Date on application)
- Have workers sign roster(Attachment G)
- Make a copy for your files
- Send G to CANS after training
- No claims paid until certification of training is submitted to CANS

Attachment O



 Please complete Attachment O if using SFSP meal pattern and apply to do Offer versus Serve

Offer Versus Serve

Memorandum SFSP 11-2011 (April 5, 2011):

- Expands the use of offer versus serve (OVS)to all sponsors
- Schools may use OVS method used for school meals
- For other sponsors, a child may decline
 1 item at breakfast and up
 to 2 at lunch or supper
- OVS is not available for snacks







- The key link between the sponsor and each site.
- The monitor is essential to ensure the smooth operation of the program.
- The monitor will work with the site staff to ensure the proper training.
- The monitor will also help to correct any problems that occur with the program operations.

Sponsor required Monitoring

- Observe site operation minimum of 2 required
- Visit early in program-planned date on Part 3 Renewal application
- Look at meal count methods
- Look at meal counts reconcile discrepancies in meal counts and records with the site supervisor.
- Suggest corrective action to the site supervisor for any problems encountered.





Site Monitoring Requirements

Memorandum SFSP 12-2011 (April 5, 2011):

- Waives the requirement that sponsors must visit a summer site within the first week, if that site operated successfully the previous year
- Still requires sponsors to review every site within the first four weeks of operation



Monitoring

- Use Monitor Guidance or Admin Sponsor page 70
- Pre-operational Visit
 - ▶ Conduct before a site operates the summer program.
- Site Visits -SFSP 12-2011 Waives
 - ▶ Sponsor visit sites during the first week of operation.
- Site Reviews
 - ▶ Sponsors must review sites during the first 4 weeks of program operation.

Pre-operational Visit

- All sites must be visited BEFORE they begin operation for summer program.
- Ensure sites have facilities to provide meal services for number of children expected to attend the site.
- Sanitation and food safety plans must be in place.
- Meal counts will be at point of service.
- Documentation of this visit
 - ▶ Copy kept at site
 - Original sent to Sponsor





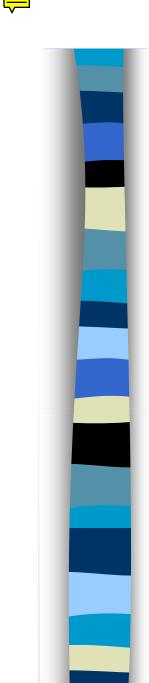
- Visit all sites within the first week of operation
 - Ensure food service is operating smoothly
 - Make needed adjustments
 - Training needs, answer questions
 - Document





Review all sites within the first four weeks of operation.

- Thoroughly examine the meal service from start to finish
- Correct problems and provide additional training as necessary
- Monitor Guidance pages 3-8; pages 22-26 Documentation required!







Requirements listed Page 73
 Administrative Guidance.

- Each participant must receive same treatment free from discrimination.
- Must serve each child the same meal regardless of reimbursement status.

Required Civil Rights Justice for All Poster



- Poster required at each feeding site.
- Download from:

 http://www.fns.usda
 .gov/cr/justice translations/475C.p
 df



- Sponsor must determine the number of potential eligible beneficiaries by race/ethnic category-Attachment 21
- Sponsor may use visual identification
- Sponsor must count the number of children at least once during program operation - each session
- This could be done during by Sponsor at Monitor Site Review - documentation kept on site and a copy to sponsor.



Non-discrimination Statement



- In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.
- To file a complaint of discrimination, write USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call toll free (866) 632-9992 (voice). Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Services at (800) 877-8339 or (800)845-6136 (Spanish). USDA is an equal opportunity provider and employer.





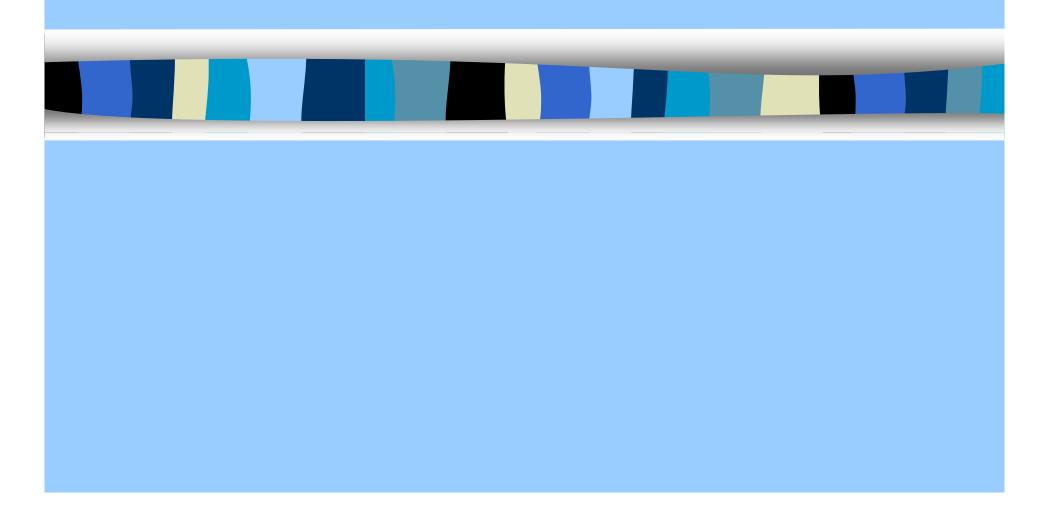
 The following must include the Non-Discrimination Statement



- ▶ Press Release
- Poster giving hours meals are served
- Brochures advertising program
- Websites



Reimbursement and Costs

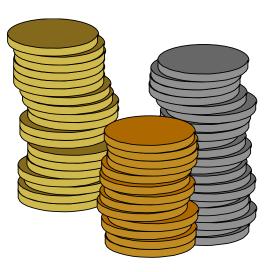






Program Payments

- Program reimbursement
 - ▶ Meals x rates
- Reimbursable meals
- Payments must cover costs or have alternative funding source



Reimbursement Rates

Breakfast - \$1.9350

Lunch/Supper - \$3.3800

Snack/Supplement -\$0.7975





Record Keeping

- Meal Counts
- Costs
 - Operating
 - ▶ Administration
- Claims
- Audits

- Use the checklist of records Attachment 22
 - Retain records for 3 years after fiscal year - or longer if unresolved audit



Estimate Reimbursement

- Renewal Part II Page 3 of Application
- Estimate based on anticipated realistic ADP
- By meal type
 - ▶ Breakfast
 - ▶ Lunch/Supper
 - ▶ Snack/Supplement



Budget Estimate Reimbursement Step 1

Meals Served-Breakfast, Lunch

Determine estimated ADP

Planned ADP Level - 45 for breakfast

Planned ADP Level - 90 for lunch

Days Operating - 20

- ▶ ADP x DAYS
 - Breakfast $45 \times 20 = 900$
 - Lunch $90 \times 20 = 1800$



MULTIPLY MEALS X RATE

- BREAKFAST 900 X \$1.9350 = \$1741.50

- LUNCH

1800 X \$3.3800 = \$6084.00

- TOTAL

\$7825.50

Operating Budget - Renewal Part II Page 4

- Food
- Site labor Renewal part III, #24, page 10
- Non-food supplies
- Utilities
- Kitchen or truck rental (contract required)
- Equip rental (contract required)
- Other



- Title
- Number of personnel
- Number of hours per day
- Wages per hour
- Number of days employed
- Total wages hrs. \underline{x} rate \underline{x} # of days (includes benefits)
- Specific duties see list





- Admin salaries
- Workshops
- Utilities
- Office supplies
- Audit fees
- Transportation

- Telephone
- Postage
- Legal fees
- Office building maintenance
- Other



- Title
- Number of personnel
- Number of hours per week
- Wages per hour
- Number of weeks employed
- Total wages hrs. \underline{x} rate \underline{x} # of weeks (includes benefits)
- Specific duties see list







Startup Payments /Advances

- Start up payments
- Advance request
- Request on agreement
- Application/agreement must be approved by CANS before start-ups or advances will be paid



Startup Payment

- Up to 20% of approved admin budget
- Available up to 2 mos. prior to scheduled beginning
- Deducted from first admin cost advance or claim
- Written justification required attach to application.



- Requested 30 days prior to date of payment of June 1 and July 15
- Must operate at least 10 days during month
- Advances deducted from next claim
- Amounts determined by state
- Formula in regulation

Records - Operating Costs

- Records to support the cost of food used should include:
 - ▶ Itemized receiving reports from supplier
 - ▶ Food inventories
 - Records of returns, discounts or other credits
 - ▶ Canceled checks or receipt of payment.



- Admin labor
 - Preparing application
 - ▶ Establishing eligibility of non camp sites
 - ▶ For camps, determining number of children eligible
 - ▶ Attending training
 - Hiring and training personnel



Admin Costs (Cont.)

- Admin labor (cont.)
 - Visiting sites
 - ▶ Contracting w/food service management co/procurement
 - ▶ Preparing claims for reimbursement
 - Other activities -
 - Planning, organization, management



Admin costs (cont.)

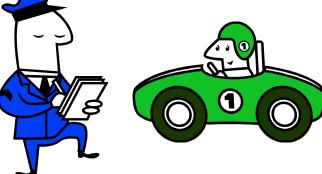
- Other allowable admin costs
 - ▶ Rental costs
 - · Office, office equip., Vehicles
 - ▶ Vehicle allowance
 - Office supplies
 - ▶ Communications
 - ▶ Insurance
 - ▶ Audits
 - ▶ Travel



Unallowable Costs

- Bad debts
- Over claims
- Contributions
- Fines
- Capital expenditures
 - ▶ Land
 - ▶ Buildings
 - ▶ Equipment
- Entertainment
- Food not used for SFSP
 or not-creditable
- Cost of damaged or spoiled meals

- Fund raising
- Interest
- Under recovery from other grants
- Rents beyond program period
- Cost for excess meals
- Costs in violation of applicable laws



BUDGET STIMATED OPERATING COSTS

- Reimbursement for a Month
 - ▶ LUNCH 90 x 20 days=1800 X \$3.38 = \$6084
- Site labor
 - # people X hrs. x rate x days
 - Cook $1 \times 6 \text{ hrs.} \times $10 \times 20 \text{ days} = $1,200$
 - Ass't Cook 1 X 4 hrs. X \$ 8 X 20 days = \$ 640
 - Servers 2 X 2 hrs. X \$ 8 X 20 days = \$ 640
 - Total \$2,480

Budget Estimated Admin Costs

- Admin salaries
 - # people X hours x salary x weeks
 - Director $1 \times 10 \text{ hrs.} \times $15 \times 4 \text{ wks.} = 600
 - Office 1 X 5 hrs. X \$10 X 4 wks. = \$200
 - Total \$800
 - ▶ \$6084 Reimbursement
 - -3280 Site Labor2480 + 800 Admin salaries
 - \$ 2804 / 1800 meals = \$1.55 per meal food cost allowance to go toward food expenses.



- Administrative Guidance on Food Service Management Companies is covered in Pages 96-111
- Procurement Page 98-99
- Q & A on FSCM pages 112-113





SFSP Claim Form

- Use form provided by State Agency on website
- One form per month
- Report number of meals
- Keep cost information on site
- Keep meal count sheets (same as approved in application) for record keeping verification.





- Combine claims if operating 10 days or less
- Claims due by 10th of the next month
 - May meals served are due June 10 unless less than 10 days then combine with June
 - ▶ June meals are due on claim submitted July 10
 - July is due Aug 10
- If you miss the 10th deadline, the final deadline is 60 days from the end of the month of operation.
- Adjustments have a 90-day deadline



- For all first reimbursable meals served to children
- For second meals up to 2% of the month's total
 - ▶ Plan and prepare for one meal per child daily
 - ▶ Keep track of second meals daily
 - ▶ Count up first meals at month's end
 - ▶ Multiply by 2%
 - ▶ Up to that number of second meals can be claimed. Do not claim meals that were not served!



- A complete count of all first and second meals served at each site
- Number of adult meals (nonreimbursable but must be added in production records of meals prepared). Adult meals offered is optional.

Scope of Review

Meal count -

It is critical that site personnel and monitors understand the importance of accurate point-of-service meal counts. Meal counts should represent only the number of reimbursable meals actually served to children.

That is, only complete meals served to eligible children can be claimed for reimbursement. Therefore, meals must be counted at the actual point-of-service.







Record Keeping

- Costs
- Training
- Monitorvisits/reviews
- Agreement
- Claims

- Use the checklist of records
- Retain records for 3 years



- GRANTS MANAGEMENT
 - Cody.Stoeser@state.sd.us
 - Laurie Schumacher claims

Laurie.Schumacher@state.sd.us

PHONE/FAX

▶ Office 773-3413

▶ Fax 773-6139

▶ Cody S. 773-3456

▶ Laurie S. 773-3349

After Renewal is Approved

CHANGES – approved by CANS

- Meal service changes can be amended
 - □ Submit in writing
 - □ New public release will be required
 - □ Must be approved by Julie McCord
- Closures for any reason report to CANS immediately – can be called in or emailed to julie.mccord@state.sd.us or (605)773-3110.

Meal Service Requirements

When can we Serve Meals?



- Use Nutrition Guidance Handbook
- Serve the same meal to all children.
- Ensure that children eat all meals onsite.
- All children must receive a complete first meals before any child receives a second meal. PLAN Only for First meals.
- Off-site meal requests Attachment I due - two weeks prior event

Meal Service Requirements

 Serve meals at the times submitted on the site information sheet

Meal Time Restrictions

Memorandum SFSP 11-2011 (April 5, 2011):

- Waives the requirement that 3 hours must elapse between meals/snacks
- Waives the 2 hour time limit for lunch and supper and the 1 hour time limit for breakfast and snacks

Meal Service Requirements 3 of 3

- Offsite meals (field trips) sponsor must notify the vendor and CANS in advance.
 - The meals service must be approved for the place the children will be that day.
 - Notify CANS if a change occurs.
- Maintain the meal service to ensure no off-site consumption of food.



Delivery of Meals

- Meals can be delivered no more than 1 hour prior to the beginning of the meal service
- Proper facilities must exist onsite for storing food at the proper temperatures.
- Admin Sponsor page 45
- Food Safety rules 46-48





- No more than one meal served to a child at a time.
- Second meals in excess of 2% of the number of first meals served during the claim period will not be reimbursed.
- Meals served outside of the approved time frames and dates the stateagency approved on renewal agreement will not be reimbursed.



- Meals served to ineligible children (children not meeting the income eligibility guidelines)
- Meals in excess of the sites approved level of meal service.
- Meals served to anyone other than children.



Food Quality Increases Participation

- Provide culturally appropriate meals if possible.
- Provide a variety in meal preparation.
 If cold lunches are provided, make sure the fillings and accompanying components have variety to ensure continued participation
 - ▶ Sandwich / applesauce / fresh veggies / milk
 - Prepare meals so sandwich is not soggy from fruit juices or sauces.

Meal Component Requirements

What's in a Meal?



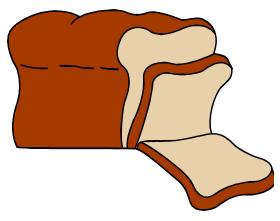


Must be pasteurized fluid milk.
Only fat-free or low-fat milk to
children ages 2 or above.

BREADS AND GRAINS emphasis Whole-grains









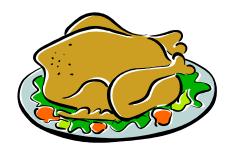
MEATS AND ALTERNATES













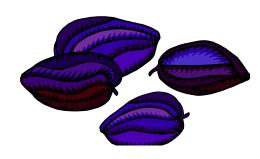
FRUITS & VEGETABLES























Basic Food Components Breakfast

- SFSP Meal Pattern
 - ▶ Milk,
 - Vegetable or fruit,
 - ▶ Bread and/or bread alternate
 - (Meat or meat alternate is optional)
- SFA on NSLP can continue meal pattern from school year.
- Use approved production record for meal pattern.





Basic Food Components Lunch/Supper

- SFSP Meal Pattern -
 - Milk
 - 2 Vegetable(s) and/or fruit(s),
 - Bread and bread alternates,
 - Meat and meat alternates
- Use approved production records
- If using NSLP can do OVS if desire, but if didn't during NSLP can't now.

Basic Food Components

Snack -

Serve 2 food items from any of 4 components:

- ▶ Vegetable /Fruit
- ▶ Milk
- Bread or grains
- ▶ meat



Reimbursable Meals

- Serve as a complete unit.
- Use approved meal patterns and type.
- Meals served at approved sites
- Meals consumed on-site or at approved alternate sites (example: field trips) if approved Off-site meal request.

Production Records (1 of 2)

- Incomplete production records are the most frequent finding on reviews.
- Incomplete or inadequate records can result in an agency returning reimbursement.
- Complete production records with actual numbers served from meal counts.
- Complete actual amounts served and leftovers.





Production Records (2 of 2)

- Production records are used to:
 - document that meals meet pattern, include CN labels, recipes, etc.
 - document that adequate food quantities are used
 - justify food purchases
 - back up numbers of meals claimed for reimbursement



- State Agency Dept. of Public Safety conduct program reviews.
- Health/Kitchen Inspections DPS or IHS
- Reviews are conducted every 4 years or sooner due to formula requirements.
- Production Records for one week are required for reviewer.



Visibility is Key



- South Dakota has banners for each site.
- Contact Julie or Shar to order a vinyl banner.



SFSP Resources



www.summerfood.usda.gov

USDA



experimental field offer server as Summer Proof Service Propriet sponsors. Sections study for other to provide a training staff, mercegative shifts and food service conditions. A sponsor may provide its som meste, portrace made through on agreement with an area service, or consider the mested with a fixed temper. Secure or register your surround feedback dies for the treatment foreign restriction.

She Surviver Food Service Program reaches only a fraction of the shidgest in cook. The priorary reacon for the londed access to the original to their there are not enough feeding priorary reacon community suitiling or prior of feet years laterary a feeding site. Sets are the physical incidence with total a common feet basis or exact laterary with a Service Proof.

Open a Feeding Site

09



Outreach Toolkit

Summer Food Service Program (SFSP) Outreach Toolkit for Sponsors and Feeding Sites

The EFEP Outcomb Teellat will help sponsors and sites or site actions in materials such as filers, letters to parents, and press releases that will help the community learn about the program. Many of the materials included on this cits are designed to be exclosured. You one download PowerPoint files, information shoots, letters, and marketing materials and modify them to suit your specific needs.

If you are interested in becoming as SESP sponsor or feeding site, along which here. http://www.lnc.useta.gov/cmd/sammer





Making a plan

Thinking about Next year?



- · Planning outreach to families and children
- · Creating outreach materials and templates
- Outreach to Families and Children Checklist
- More information on recruiting children for SFSP http://www.trs.usda.gov/end/summer/library/recruit.pdf

Charles 2: Outreach to Media

- Planning outreach to media
- · Crafting a message, pitching to media, and templates





Branding and Promotion



- School Districts advertise Child Nutrition Programs in each community.
 - Sponsor can advertise these ways:
 - ▶ Local TV stations
 - ▶ PSA on radio stations
 - ▶ Public transportation on sides of vehicles
 - Text messages
 - Grocery stores/post office public bulletin boards
 - ▶ Social Service agencies (WIC, SNAP, TANF)
 - ▶ Food pantries and soup kitchens



Promote by including:

- Ministerial associations and local church summer programs
- Community recreation organizations
- Multi-language flyers and door hangers
- Banners identifying feeding sites
- Local Youth organizations: Boys & Girls Clubs, Y's, 4H, etc.
- Community leaders (Tribal, County, City, Civic, etc.)
- Websites for community, city, states, etc.
- Various Nutrition organizations
 - ▶ Elderly nutrition, CSFP, TEFAP, or FDPIR



Nutrition Resources



www.teamnutrition.usda.gov







Midwest Dairy Council



 Fuel Up to Play 60 summer materials should be forthcoming from Dawn Conrad, (605) 594-3155

Participation Incentives



- Speakers and presentations
- Partner with other agencies to provide activities that children will attend either immediately before or following the meal service.
- Kick-off event June 11 15
 - ▶ Getting local support to sponsor prizes
 - ▶ Distribute calendar of events for site to help maintain attendance.
 - ▶ Back to School bags are distributed toward end of summer program.
- Birthday celebration on low participation day (week EBT is given or Fridays)



Help Us Feed More Kids



Approximately 22.3 million children access free and reduced price meals during the school year and only 3 million children receive meals during the summer.

We need:

- More sponsors and sites
- Better participation at existing sites everywhere
- Better outreach for older kids











- Register your OPEN feeding site with 211 Helpline Center in South Dakota see me for contact information.
- Register your OPEN feeding site with the National Hunger Hotline at 1-866-3-Hungry or at

www.summerfood.usda.gov

Resources

- USDA Food and Nutrition Service Summer Food Service Program 2012 Handbooks
- http://www.fns.usda.gov/cnd/summer/library/hand books.html
- South Dakota Department of Education Child and Adult Nutrition Services Summer Food Service Program, 800 Governors Drive, Pierre, SD 57501-2294
- http://doe.sd.gov/cans/sfsp.asp
- US Department of Agriculture Summer Food Service Program
- http://www.fns.usda.gov/cnd/summer/
- US 2010 Census- South Dakota
- http://quickfacts.census.gov/qfd/states/46000.ht ml





- Agreement, reviews, operation: Contact Julie McCord at 605-773-3110 or julie.mccord@state.sd.us.
- USDA Foods/Commodities: Mark Moen at 605-773-4769 or mark.moen@state.sd.us



Contact your SFSP State Agency!

